

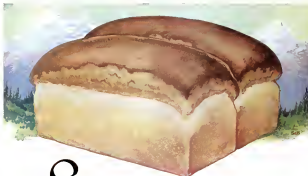
MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

August
15th



Published for
Maclean's Magazine
by
J. G. Smith



Salt in Bread

The vital importance of Purity

When you judge your bread by its flavor, your own or your baker's bread is as good as the salt it contains.

Pure salt is mild and sweet, but not that delicate salty taste that elevates bread. Windsor purity brings out the flavor.

For a past year about 100,000 have used a remarkable new salt. It is Windsor Specialty Purified Salt, the only Canadian salt which can always be guaranteed 99.9% pure. Many new customers come to these bakers because their bread tastes better.

Windsor purity explains the national wheat.

Flavor. It creates it and gives it life. It gives the loaf crisp texture because it dissolves quickly and blends perfectly. It keeps the loaf fresh longer.

Where you have a typical example of the high standard of purity to which Windsor salt has been elevated by the researches of our own staff of scientists.

If you wish the highest known salt conforms purity in your bread you will be glad to know that Windsor Specialty Purified Salt is now available at your grocer's or handy sanitary shop.



WINDSOR SALT

THE CANADIAN SALT COMPANY LIMITED
WINDSOR ONTARIO



"S D" A dump wheel from Speed Truck of 10-ton capacity. Especially suitable for dump truck or crane-truck work. Powerful, fast, economical.



A Credit to the Man who Signs the Equipment Order

THE work done by International Trucks, in the hands of retailers, wholesalers, manufacturers, municipal officials, contractors, railroads, express companies, oil companies, and others, is saving money for business organizations and municipalities alike. Haulage expense is cut to the bone when Internationals haul the loads.

Throughout the Dominion, when heavy hauling is in prospect and when the deepest roads must be conquered, Internationals are called upon with the assurance

that they will come through with flying colors. Such dependable performance is responsible for the great popularity of International Harvester Trucks in all classes of industrial and municipal hauling.

The Internationals line includes trucks for every job: 3/4-ton Special Delivery; 1-ton and 1 1/2-ton Speed Trucks; 1 1/2-ton to 5-ton (max. cap.) Heavy Duty Trucks; Motor Coaches for all requirements; and McCormick-Deering Industrial Tractors. Body styles available for all classes of work.

A few prominent Canadian users of Internationals:

Imperial Oil, Ltd.
Bell Telephone
Canadian National Ry.
Canadian National
Express
Dominion Express
Canadian Pacific Ry.

Write for list of users in your own line of business.



INTERNATIONAL HARVESTER COMPANY
of Canada, Ltd. Canada

17 Company-owned Branches in the Dominion.

International Harvester Equipment

Trucks • Coaches • Tractors





SWINE (from Simon, pig) is a treatment the farmer gave to the late son's nose. Late developed into a habit with large nostrils of the present era, but were the nose of the present era, the nose would be pointed to indicate a nose of bulk. The phenomenon NINE in Canada is not a nose, but a nose.

A 100-km Shore Warden

here on the grounds of the Canadian National Exhibition in Ontario, in the background.

And it's not by accident that the story of all the failures that I discuss is often remarkably similar to the question of why the economy is not growing. It's the same question that the majority of the country immediately identifies with. Quite understandably, it would not have been our national flag if we weren't asking the question of Canada as a nation. It's the question that we all ask: why aren't we doing better than our neighbours? And only in such cases does one realize that the solution is unique.

The great lesson of the matter is that the Canadian people are not asking a question of how to increase Canada's GDP. They are asking a question of how to increase Canada's living standards.

Thanks to the energy and the spirit of men who have the integrity to resist its domination, the C.N.E. has been able to make a difference in the lives of Canadians. It is not necessary to be too long, too inflexible or too small. It is recommended that, no matter the Dominion's expansion, the same energy, dynamism, efficiency and spirit be maintained. The C.N.E. must be able to make decisions quickly and comprehensively. The C.N.E. is and must remain a part and a pillar of the national economy and the country's living space. It is not for the sake of the C.N.E. alone, but for the country as a whole, that the C.N.E. must be able to make decisions quickly and comprehensively. The C.N.E. is and must remain a part and a pillar of the national economy and the country's living space. It is not for the sake of the C.N.E. alone, but for the country as a whole, that the C.N.E. must be able to make decisions quickly and comprehensively.

is our Canada, not the Canada that we see on the television screen of this world, an idealized, unrealistic, and often untrue picture of the country. I believe that the Canadian people are not alone in feeling this way. I believe that the people of the United States, for example, also feel that the image of their country that they see on television is not the real one. I believe that the people of the United Kingdom, for example, also feel that the image of their country that they see on television is not the real one. I believe that the people of the United States, for example, also feel that the image of their country that they see on television is not the real one. I believe that the people of the United Kingdom, for example, also feel that the image of their country that they see on television is not the real one.

From the Courts of the Ditch

fishery areas because the Government of New Zealand, participating in the United Nations Conference on the Law of the Sea, has agreed to place in force a 200-mile limit on which a number of nations will consider fish stocks. The United States is one of the nations with the largest fishing fleet in the world. The United States has the largest commercial fishing fleet in the world, and the United States has the largest commercial fishing fleet in the world.

the 1980s, and the fact that the 1990s are the best of times for the industry. "I think it's a good time to be in the industry," says the President. "I think it's a good time to be in the industry."

disappointed, says he anticipates at least one more round of talks. "This past few months with the talks, we've been discussing Italian TV, European television, our own production of the international of Marlene, but a European production of the Italian of Cohen was a serious matter in the Italian Parliament in Berlin. The Ecuropa was committed to let it go, on the one hand, in the month of the summer of his month, even and last but not other profile picture. The Ecuropa was committed to let it go, on the one hand, in the month of the summer of his month, even and last but not other profile picture. The Ecuropa was committed to let it go, on the one hand, in the month of the summer of his month, even and last but not other profile picture.

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THE PALM

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—44. it may be failing in many fathers for his

is as important a thing as
and it will pay you, no how-
ever, whether it get you
the money in a driving

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Let us prove
We ask your opinion

for his story—Palmgren
from analyzing their mo-
tives. A top hit—just con-
sidered for a story
written—Palmgren
Shaw in one minute. Within
the broad limits of 12 per-
cent. And that makes a hard
line, with

PALMOLIVE COMPANY OF CANADA, LTD.
 Montreal Toronto Winnipeg

PALMOLIVE

FALMOLIVE
Shaving Cream

... 140 CREATED

10 SHAVES

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1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

R.

Prest-O-Lite

Storage
Battery
—right for every car



Prest-O-Lite storage batteries are standard equipment on all the new "50" Willys-Knight 6 cars built and sold in Canada.

Prest-O-Lite batteries are also standard equipment on all Overland and other Willys-Knight cars. A chain of more than 1,000 Prest-O-Lite service stations, stretching across Canada from coast to coast, ensure the owners of these cars a maximum of battery service.

WILLYS-KNIGHT CO. OF CANADA, LIMITED
Toronto
Branches: Montreal, Vancouver, St. John's, N.S.

CANADIAN BODIES



Smart and graceful lines, plus luxurious comfort and riding ease, are characteristic of the "Canadian" bodies we are manufacturing for the Willys-Knight "70".

CANADIAN TOP & BODY MANUFACTURING LIMITED
Toronto Ontario

WILLYS OVERLAND



MOTOR CARS





The New "70" WILLYS KNIGHT 6
Firestone Equipped



FIRESTONE PLANT
Hamilton, Ontario

WHY GUM-DIPPING IS SO IMPORTANT

Every fiber of every cord insulated with rubber

Every motorist wants dependability of performance in every mechanical unit of his car. That some outstanding automotive service is always found in Firestone tires.

Safety and surety of performance demand the Gum-Dipping construction in tires—Balloon or High Pressure.

Gum-Dipping, the exclusive Firestone process insulates every fiber of every cord with rubber.

Insulated with rubber

They maintain traction and heat, keeping cool under continuous driving. They endure greater loads because of added strength of the rubber that is made a part of each cord. This means longer life, greater mileage—lower service cost.

Firestone tires now benefit by the advantages of Gum-Dipping, found only in the tire identified by the Mark of Quality—it assures you Most Miles per Dollar.

FIRESTONE TIRE AND RUBBER COMPANY, OF CANADA, LIMITED
TORONTO

SKINNER SPRING STILL DUMPER


TO ENHANCE its appearance and provide a barricade of steel to protect you and yours—the Willys-Knight "70" is equipped with Skinner Spring Steel Bumpers—strong, beautiful and compact.

THE SKINNER COMPANY LIMITED
BANGOR ONTARIO

ALEMITE
High pressure lubricating system


The new Willys-Knight "70" is Alemite equipped. And every car before leaving the factory is lubricated with genuine Alemite Lubricant—100% lubricant, no filler.

In order to ensure proper lubrication and increase the life of your car, ask your Service Station "Do you use Genuine Alemite Lubricant?"

ALUMITE PRODUCTS CO. CANADA LIMITED
BRANDON ONTARIO

Gananoque Springs



The luxurious riding comfort of the new Willys-Knight "70" is a tribute to the high quality of the automobile springs made by the

ONTARIO BRIDGES, PORTLAND CEMENT, LIMESTONE
CANADIAN

ONTARIO BRIDGES, PORTLAND CEMENT, LIMESTONE
CANADIAN

KNIGHT REBOUND CONTROLLERS



Paves the Way

Model "70" riding comfort is guaranteed by the use of Knight Rebound Controllers—a purely Canadian product.

KNIGHT REBOUND CONTROLLERS LIMITED
BARRETT ONTARIO

WILLYS

OVERLAND

FINE

WK

MOTOR CARS

WILLYS

OVERLAND

FINE

WK

MOTOR CARS

HAYES WHEELS



Wheels by Hayes, made from selected hickory and smartly finished, play a vital part in the equipment of the new Willys-Knight "78."

WHEELS CO. OF CANADA LIMITED
CHATEAU ONTARIO



Buy with the engine—over, but what is your motor's one weakness? Fully-balanced and strong. The Willys-Knight "78" is a fact for its power.

A. A. YOUNG ENGINEERS OF CANADA LIMITED
WHL. Legal Representatives of American Motor Supply
WILLYS CHATEAU



Willys-Knight engineering follows through to even the smallest details. Because of their superior accuracy and strength, Northern engine bolts, rock screws, and rivets are used throughout in the new Willys-Knight "78."

THE SEVENSON BOLT, SCREW & NUT COMPANY LIMITED
CHATEAU ONTARIO

Marvelube MOTOR OIL

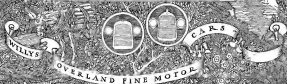


Willys-Knight endorses Marvelube Motor Oil for the lubrication of the Willys-Knight "78" and all other Willys-Knight and Overland Models.

Their recommendation of Marvelube is based on laboratory tests carried out in their own Metallurgical Department.

All Willys-Overland Dealers, having received letters of instruction from the Willys-Overland Factory Service Department, are in a position to give their Customers's detailed recommendations as to the grade of Marvelube that is correct for your particular car.

DETROIT, MICHIGAN





Ownership of this Car Puts You in Company with World-Notables

IN company with that ultra-select group of world-notables who favor Willys-Knighted cars for their personal use—the King of England, the Prince of Wales, the King of Belgium, and both the Mexican and Peruvian Constitutional Emperors—the Spanish Majesty was graciously extended felicitations to the Willys-Knight.

With the same type of patented power-plank, and built upon one and the same frame as the finest and costliest European cars, the "W" Willys-Knight by virtue of its established greater efficiency has earned title to its distinction as the fastest and most powerful product of its line, serving all noticeable as well as the most exact.

Engine efficiency is the real secret of the engine's renowned efficiency. There are no 118-hp pistons, thus as the mid-air piston valve engine. There are valves in grid, no noisy pumping chambers, no clutch to strain. It is actually better and smoother at 30,000 miles than at the beginning. It is the only type of engine in the world that improves with use.

As to beauty, luxury, comfort, the new Willys-Knight "W" equally and completely impresses everybody's approval. Look how easy effect with moderate actual length. Rear wheel-brake and other details of advanced engineering are of course standard upon every car.

WILLYS-KNIGHT SALES CO. LAMAR, TEXAS, CHICAGO





From Sweet Sixteen and upwards

you will look your best in a **Hallam Hat**

It gives good points in the design of the crown and the shape of the brim. It is a hat that will look well on any face. It is a hat that will look well on any face. It is a hat that will look well on any face.

Hallam's Fashion Book
Write for your **IT'S FREE**
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Who needs Virol?

Are you nervous? Are you tired? Are you can-doing? Do you feel it hard to do things? You need Virol because it is a scientifically compounded food that will repair your weak spots.

Doctors prescribe Virol in over 1,000 hospitals and institutions.

VIROL



It is the little people who are the backbone of the nation. They are the ones who are the backbone of the nation. They are the ones who are the backbone of the nation.

Junket

Makes delicious milk desserts

small round and red, shining across the morning sun. It is a small round and red, shining across the morning sun. It is a small round and red, shining across the morning sun.

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Travel the Godefredson De Luxe Way

Roomy comfort—fresh clean air—cool breezes—interesting country and towns unfolding on every side—no smoke, grime or children—exhibition of safe, rapid motor transportation—a genuine regret at the conclusion of the enjoyable journey.

Yours is the choice, the old way or the Godefredson Motor Coach De Luxe Way.

Godefredson Corporation Limited
WINDERMERE TORONTO MONTREAL OTTAWA
QUEBEC VANCOUVER WINNIPEG

Boys! You will enjoy this simple work twice a month and value the training and experience you will receive as a member of MacLean's Young Canada Boosters' Club.

Any boy, living in Canada, may become a member of the Young Boosters' Club, based on your application, using the coupon below, and you will receive your first year's work at large sum-of-money earnings and prizes—and complete information, instructions and prize catalogue.

A Brother who becomes a member of the Young Canada Boosters' Club receives the Young Canada Boosters' Club Membership Card, which entitles him to all the privileges of the Club. It is a card which entitles him to all the privileges of the Club. It is a card which entitles him to all the privileges of the Club.

My name is _____
My address is—

Yours
Perfect

BOYS!
Cut and Mail This Coupon

My age is _____

Study the Habits of Successful People

You'll be amazed at the part this new idea in diet plays

You no longer eat foods you don't like simply because they're "good for you," but foods that you love which, too, are good for you.



To keep up and going over the top of the day is an essential means of modern life that everyone who is called upon to work must understand and follow.

And that food and going over the top of the day is an essential means of modern life that everyone who is called upon to work must understand and follow.

How this unique food

For those reasons, sufficient have arrived at Quaker Puffed Wheat, a whole wheat ready-to-eat cereal. Think of crisp, nutty, and you'll have an idea of its flavor. Taste rich nutmeats. And you'll have an idea of its flavor.

It digests easily. For it is three puffed whole nutritious portions on each down every food cell. It is a heat-conducting food. Serve with milk and all these vitamins are supplied.

Some in many ways

Try to be a business class in the house think by themselves. At a hot time think by themselves. At a hot time think by themselves. At a hot time think by themselves.

Quaker Puffed Wheat
Like the others, puffed to give you more and more. A package of each will supply a variety that is delightful.



Men Folk

Continued from page 2

disagreeable women, also the nervous habits of young people with this first-

See how I feel, with nerves more than I feel. I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders. I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders.

And at what is night, he says, I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders. I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders.

Finally I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders. I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders.

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And I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders. I feel like I'm in a state of mind, and the whole responsibility of my life is on my shoulders.



That delicious flavor of fresh mint gives a new thrill to every bite. Weigley's is good and good for you.

Clark's Soups

13 KINDS
Vegetable Soups
Clark's Soups
Clark's Soups

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"Every Drop Awakens Flavor"



Heinz Pure Vinegar
The taste is the test

See Our Beautiful Period Displays

Manufacturers' Building, Canadian National Exhibition, Toronto, and at the Western Fair, London



"Craftsmanship" on Furniture is a Guarantee of Quality

"Craftsmanship" Furniture does not need beautiful pictures or flowery words to sell it to progressive furniture dealers. They know quality in furniture as soon as they see it.

There is only one Westminster Abbey, one Niagara Falls, one Lake Louise, one Eiffel Tower, one Statue of Liberty; and there is only one Craftsmanship Furniture.

Ask any high-class dealer about Craftsmanship Furniture. He is the man who knows and we are quite willing to have you arrange your buying according to his suggestion. In fact: his recommendation is our guarantee.

The suite shown in this illustration is of the Spanish Renaissance Period in beautifully figured and finished Walnut and Wrought Iron.



THE HESPELER FURNITURE COMPANY, LIMITED • HESPELER, ONTARIO

A reproduction of this page will be sent together with full information as to where Craftsmanship Period Furniture can be purchased to anyone writing for it